

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

THE APPLICATION OF GULF LONG DISTANCE, INC. FOR)
A CERTIFICATE OF PUBLIC CONVENIENCE AND NECESSITY) CASE NO.
TO PROVIDE INTRASTATE TELECOMMUNICATIONS SERVICE) 95-484

O R D E R

On October 31, 1995, Gulf Long Distance, Inc. ("Gulf Long Distance") filed its application with the Commission seeking a Certificate of Public Convenience and Necessity to provide intrastate, long-distance telecommunications services as a reseller within the Commonwealth of Kentucky.

Gulf Long Distance is an Alabama corporation proposing to resell the services of carriers currently certified within the Commonwealth of Kentucky in accordance with the terms and conditions set forth in its tariff. Gulf Long Distance also seeks the authority to provide operator-assisted telecommunications services.

Gulf Long Distance employs no intrastate transmission or reception telecommunications equipment or facilities in the performance of its services, and all intrastate facilities, equipment, and networking will be provided by the underlying carrier. Gulf Long Distance will not construct any new facilities in the Commonwealth of Kentucky.

The information provided by Gulf Long Distance demonstrates its financial, managerial, and technical capability to provide

intrastate, long-distance telecommunications service. The proposed rates filed October 31, 1995 should be approved as the fair, just and reasonable rates to be charged.

In Administrative Case No. 306,¹ the Commission stated the importance of eliminating possible customer confusion arising from the name of the billing service, rather than the name of the provider of telecommunications services, appearing on the bill. Accordingly, Gulf Long Distance should ensure that its name appears prominently on all bills issued to customers for services rendered by it.

The Commission, having considered the application, the information provided by Gulf Long Distance, and being otherwise sufficiently advised, HEREBY ORDERS that:

1. Gulf Long Distance be and it hereby is granted authority to provide intrastate, long-distance telecommunications services within the Commonwealth of Kentucky on and after the date of this Order.

2. Gulf Long Distance shall comply with the provisions of the Orders in Administrative Case No. 323.²

3. Gulf Long Distance be and it hereby is granted authority to provide intrastate operator assisted services within the Commonwealth of Kentucky on and after the date of this Order.

¹ Administrative Case No. 306, Detariffing Billing and Collection Services, Order dated April 30, 1990.

² Administrative Case No. 323, An Inquiry Into IntraLATA Toll Competition, An Appropriate Compensation Scheme for Completion of IntraLATA Calls by Interexchange Carriers, and WATS Jurisdictionality.

4. Gulf Long Distance shall comply with the provisions of the Orders in Administrative Case No. 330.³

5. Gulf Long Distance shall ensure that its name appears prominently on all bills issued to customers for services rendered by it.

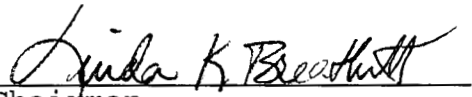
6. Gulf Long Distance's authority to provide service in this Commonwealth is strictly limited to those services described in this Order and in Gulf Long Distance's application.

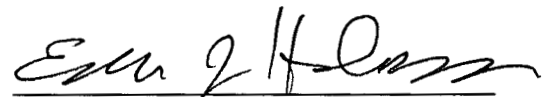
7. The rates and charges proposed by Gulf Long Distance are hereby approved as filed on October 31, 1995.

8. Within 30 days from the date of this Order, Gulf Long Distance shall file its tariff sheets in accordance with 807 KAR 5:011.

Done at Frankfort, Kentucky, this 23rd day of January, 1996.


PUBLIC SERVICE COMMISSION


Chairman


Vice Chairman


Commissioner

ATTEST:


Executive Director

³ Administrative Case No. 330, Policy and Procedures in the Provision of Operator-Assisted Telecommunications Services, Orders dated March 27, 1991 and May 3, 1991.